

## WILSON COMMENDS MOVE TO IMPROVE "SMALL" BUSINESS

WASHINGTON, May 17.—Co-operation between the Federal Trade Commission and business firms and

commercial organizations with the object of standardizing trade is recommended by President Wilson in a letter to Edward N. Hurley, Vice Chairman of the commission, made public to-day at the White House. The President urges that the commission investigate industries, and if it finds any not "healthy" it suggests a "practical and helpful remedy."

The President wrote to Mr. Hurley to commend him for suggestions made in a recent speech at Boston in which Mr. Hurley told of efforts being made by the commission to assist the small manufacturer and mer-

chant in bettering his condition by helping him improve his cost accounting and bookkeeping methods. "This is a step in the right direction and one of the main fundamentals of any successful business," said the President. "It is most important to the future success of a business man that he should know what his goods actually cost to manufacture and to sell. If he has these facts they will enable him to present a modern balance sheet to his bank, and as a result he will be better able to obtain credit with which to expand and develop his business. "Your suggestion that trade asso-

ciations, associations of retail and wholesale merchants, commercial clubs, boards of trade, manufacturers' associations, credit associations and other similar organizations should be encouraged in every feasible way by the Government seems to me a very wise one. To furnish them with data and comprehensive information in order that they may more easily accomplish the result that they are organized for is a proper and useful Government function.

"These associations, when organized for the purpose of improving conditions in their particular industry, such as unifying cost accounting and bookkeeping methods, standardizing products and processes of manufacture, should meet with the approval of every man interested in the business progress of the country.

"Too much emphasis cannot be placed on your suggestion that materials, methods and products in industry should be standardized upon the basis of specifications drawn up in friendly co-operation with engineering societies, industrial experts, and trade associations. Further standardization in our industries will not only reduce the cost of production, but assure the producer better materials and more efficient workmanship, and to the consuming public the manifest benefit resulting from not having to pay for a wide and increasing variety of products and materials. Judicious standardization also means a greater return on a given investment. Capital now tied up because of inefficient methods will be released and can be used effectively elsewhere.

"If we are to be an important factor in a world's markets we must be more thorough and efficient in production. The encouragement of trade associations and standardization, and the installing of better cost accounting

methods in our business concerns will go a long way toward accomplishing this end.

"It is my hope that, in addition to the other work which the Federal Trade Commission is doing, it will ascertain the facts regarding conditions in our various industries. If it finds that an industry is not healthy, it should, after carefully considering the facts, in co-operation with the parties interested, suggest a practical and helpful remedy. In this way many of our difficult business problems might be solved.

"I am very anxious to see you continue to co-operate with the business men of the country along the lines upon which you are working."

### DAY SET FOR BRANDEIS VOTE

U. S. Senate Will Take Action Next Wednesday.

WASHINGTON, May 17.—The nomination of Louis D. Brandeis to the Supreme Court will be acted upon by the Senate Judiciary Committee next Wednesday. By unanimous consent the committee decided to-day to vote at that time.

Opinion is divided among Senators generally as to the probable outcome, although the majority believe that the committee will return the nomination without recommendation and let the Senate decide.

## WILL PUT ROFRANO ON TRIAL NEXT MONTH

Desire to See Wife and Children Said to Have Caused His Surrender.

District Attorney Swann to-day began preparations for the trial of

Michael A. Rofrano, who surrendered on an indictment for murder after eight months in hiding. It is understood a tentative agreement has been reached between the prosecutor and Rofrano's counsel to call the trial in June.

Rofrano still refuses to tell where he spent the eight months following his indictment. His friends say the chief motive for his return at this

time was his desire to see his family, with whom he held a tearful reunion yesterday afternoon in a room specially assigned to him by the District Attorney's office. He sought to meet them there, he said, because he could not bear the disgrace of having his children see him behind prison bars. When arraigned, Rofrano entered a plea of not guilty, with leave to withdraw or make any motions before May 31.

Misses' Department—Third Floor

## OPPENHEIM, COLLINS & CO

34th Street—New York.

Announce an Important Sale Thursday

To Close Out

### 195 Misses' and Juniors' Suits

Sizes 14, 16 and 18 years, suitable for women to 36 bust.

Tailored and Semi-Dress Suits; an accumulation from the regular stock of some of this season's best models.

Materials are Serge, Gabardine, Checks and Stripes in desirable colors.

Reduced from \$5.00, \$9.75 and \$3.00

15.00

None Sent on Approval.

No Exchanges or Credits.

## OPPENHEIM, COLLINS & CO

34th Street—New York

Have Especially Prepared for Thursday

### Sale of Crepe de Chine Underwear

Offered at Unusual Values.

Superior Silk Crepe de Chine Underwear, in attractive and exclusive Oppenheim, Collins & Co.'s models.

Crepe de Chine Bodices.....	1.00 and 1.50
Crepe de Chine Petticoats.....	2.95 and 3.95
Crepe de Chine Nightgowns.....	3.95 and 4.95
Crepe de Chine Combinations.....	2.95 and 3.95
Crepe de Chine Envelope Chemises.....	2.00 and 2.95

### Women's Summer Gloves

Offering Exceptional Values

#### Women's "Roselle" Silk Gloves

Women's Silk Gloves; two-clasp; of superior Milanese with three row self or two-toned embroidered backs.

59c

#### Women's Long Silk Gloves

Women's 16-button superior quality White Milanese Gloves with Paris Point backs; double finger tips.

59c

#### Women's Summer Weight Kid Gloves

Women's two-clasp French Kid Gloves, made by Chas. and Emile Perrin, Grenoble, France; in White, Black, Gray, Mode, Champagne and Tan; overseam sewn; three-row heavy embroidered backs in self or black contrast.

1.15

### Fibre Silk Sweaters

All Fibre Silk Sweater (as illustrated), in solid colors and two-tone effects of Watermelon Pink, Copenhagen, Gold and Black and White, self or white trimmed.

7.90

### "Kayser's" Silk Sweaters

"Kayser's" Glove Silk Sweaters, Sport model with collar, sash and pockets; in Rose, Purple, Gold, Cerise, Emerald, White, and White with black combination.

9.75

## B. Altman & Co.

### Sterling Silverware

FOR JUNE BRIDAL GIFTS

Many attractive pieces, any of which would make a charming and worth-keeping wedding gift, are displayed in the Department on the First Floor (Madison Avenue section). Among them are Tea and Coffee Sets, Berry and Salad Bowls, Sandwich Trays, Compotes, Bon-Bon Dishes, Pitchers, Baskets, Vases, Candlesticks, Flatware and Toilet Ware.

Clever reproductions of Sheffield Plate are also shown in a well-chosen assortment which includes Vegetable Dishes, Meat Platters, Tea and Coffee Sets, Serving Trays, Trivets, etc., as well as Flatware of the highest grade of plate obtainable.

### "Pera" Pearls

possessing a lustre and beauty rarely seen in artificially constructed pearls, are specially featured in the Jewelry Department. Few gifts would prove more acceptable for bridal or graduation presentation than a "Pera" Pearl Necklace. With a diamond clasp, the prices range from \$64.00 to \$155.00; with a clasp of 14-karat gold, from \$10.00 to \$100.00.

Fifth Avenue, New York

## S. BAUMANN & BRO

NORTH WEST CORNER SIXTH AVE & 15TH ST.



BEFORE the happy day, Miss June Bride, at our store—AFTERWARDS.

in your cozy home. In this way you are sure of these things: Lowest Prices, Quality Merchandise, Widest Variety, Service and Time-Saving, and, if desired—LIBERAL CREDIT. And all, when they mean more to you than at any other time in your life. Come in and add yours to the Thousands of Happy Homes we have furnished in SIXTY-TWO YEARS.

### OPEN SATURDAY EVENINGS.



Motor Truck Delivers Everywhere

N.W. COR. 6TH AVE & 15TH ST.

Founded 1826 Greeley 1900

## Lord & Taylor

38th Street FIFTH AVENUE 39th Street

Chickering Hall, Friday, May 19th, at 3 P. M.  
Piano Recital by Pupils of Antoinette Ward.

### Lord & Taylor Present a Conspicuously Charming Collection of THE NEW IN MILLINERY

As lovely as Summer Days and as delightfully suggestive of Summer's pleasures and pastimes are Summer's Hats. Featured are

#### Hats for the Bride-Elect

Enchanting with their filmy tulle veils and blossoms.

#### Hats for the Wedding Party

Dainty creations in pastel tints; palest pink or blues, delicate greens, orchid; Georgette crepes and lace straws, flower laden or with huge bows of ribbon. Wide brimmed, picturesque, ravishing!

#### For Dress Occasions

Many effective black Hats, fetching with their soft maline frills, transparent crowns and brims.

#### Country Club and Sports Hats

\$5.00 to \$37.50

An amazingly smart array. Patchwork Hats—kaleidoscopic in color, fashioned of gay silk triangles.

Broad brimmed Sailors of linen with ribbon cockades or ostrich whisks. Felt Hats in the brilliant new shades.

Feather-weight and artfully trimmed with applique motif in odd effects, wool flowers, variegated rosettes, feather ornaments.

Rubberized "Weather-top" Hats, for Boating and Beach wear. Caps and Parade Sticks for the "cinder path."

Sport Hats with bridle straps, coquettishly worn under the chin.

Fishing Hats of Hinoki straw—the crown encircled with a line with scarlet fly and "bob."

Auto Hats of rose or green felt with dotted or striped veils floating from their jaunty brims.

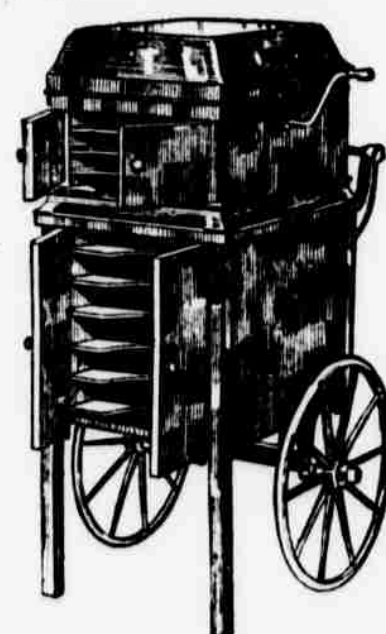
And for the Equestrienne—Jockey Caps, Sailors and Continentals of lustrous silk beaver and straw.



Your critical inspection of this interesting collection, that mirrors every new note in Millinery, is invited.

Fourth Floor

How Grandmother WOULD enjoy it! Just the thing for invalid Aunt Mary! Goes wherever the family or crowd gathers—indoors or out!



### Special Combination Offer

Victrola IX.....\$50.00

Wheel Cabinet.....17.50

Ample record filing space.

\$5 in Records.....5.00

Total.....\$72.50

Cabinet without wheels substituted if desired.

Pay \$5 Down and \$5 a Month

Seventh Floor.

### Exceptional Values in WOMEN'S DRESSES

Charming Summer Frocks, featuring the very latest and smartest of the season's style notes, have been especially purchased for this important sale.

#### Summer Dresses, \$5.95

Novelty Voiles in Persian, floral and striped effects.

#### Summer Dresses, \$8.50

Sheer white striped voile, net trimmed; white with novelty voiles in clever combination effects.

#### Summer Dresses, \$10.00

Tailored models in linen and gabardines; voiles in white with striped effects; dainty flowered voiles.

#### Summer Dresses, \$12.50

Flowered marisettes and fancy voiles in picturesque styles; lineas in the smartest of tailored styles.

#### White Voile Dresses, \$19.50

Very effective model with tucks and hemstitching.

#### White Silk Dresses, \$21.50

India silk in model with surplice bodice and tunic skirt.

#### White Serge Dresses, \$25.00

Bead embroidered in most effective fashion and wonderfully smart.

Third Floor

### SUMMER SILKS—Specially Priced

India Silks—Black or white India Silks, of excellent texture for cool Summer blouses and dresses; width 27 inches; a yard.....58c

Ground Floor

Tub Silks—Smart striped effects for women's blouses or men's shirts; a very complete range of colors; a yard.....95c

Everybody Should Help in the Good Work in America of the

American Red Cross

During the month of May customers and friends may sign applications for membership in this Store. Dues \$1.00 per year.

### Store Your Furs Now

Dry cold storage vaults on the premises. Charges moderate.

Third Floor